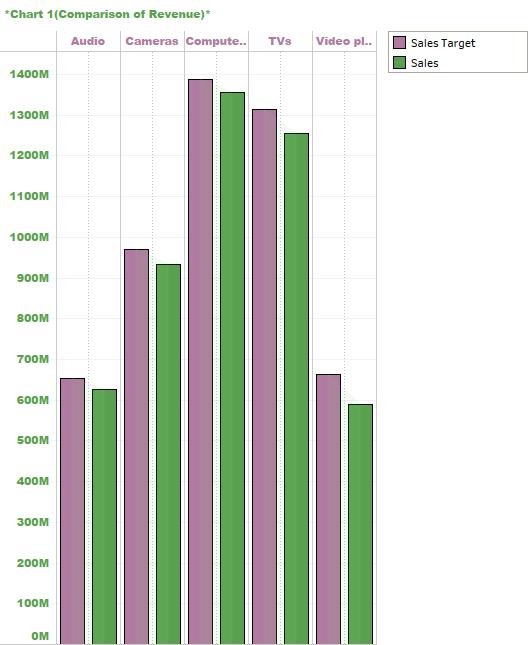
**Analysis of Super-Store Sales**

The carried out study consists of three graphs and a dashboard constructed using Tableau. All the questions asked in the assignment have been answered with charts and explained below. The dashboard consists of three charts.

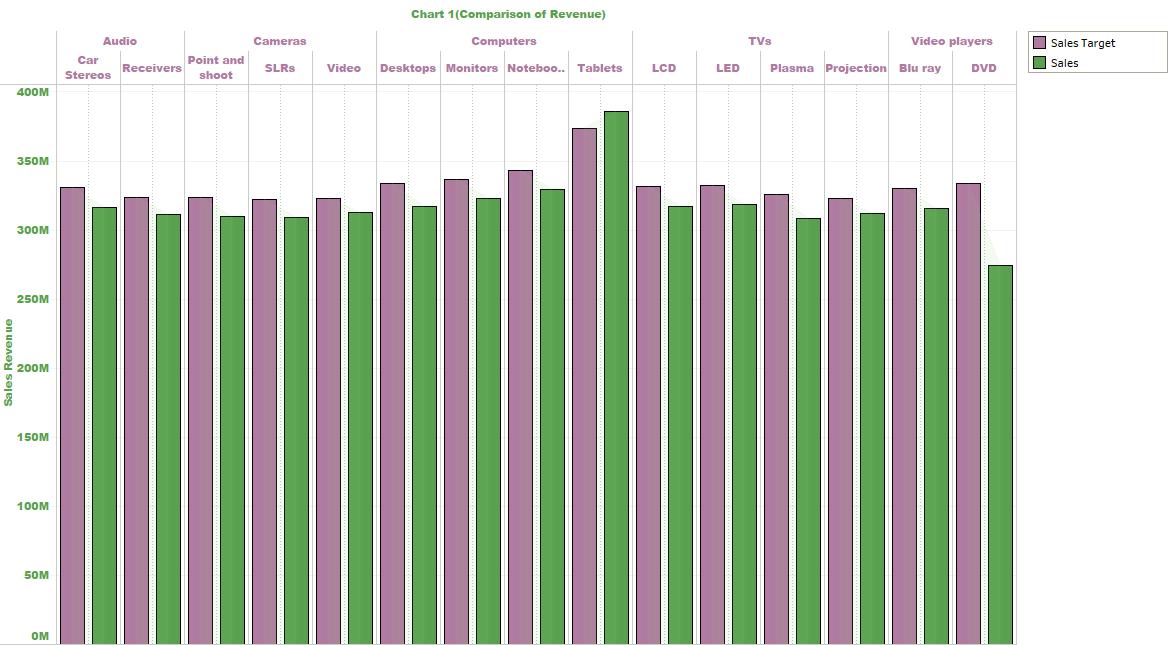
1. The first chart is a bar chart(comparative bar chart) which compares the actual sales revenue with the target sales revenue for various product categories and products.
2. The second chart is a fixed bar chart which plots the sales variance(difference in revenue between actual sales and sales target) for various product categories and products.
3. The third chart is a line chart with Year along X-Axis and Sales Revenue along Y-Axis. The lines are categorized into several product categories to find the trend of each category over the years(whether the revenue has increased or decreased).

**Question 1:**

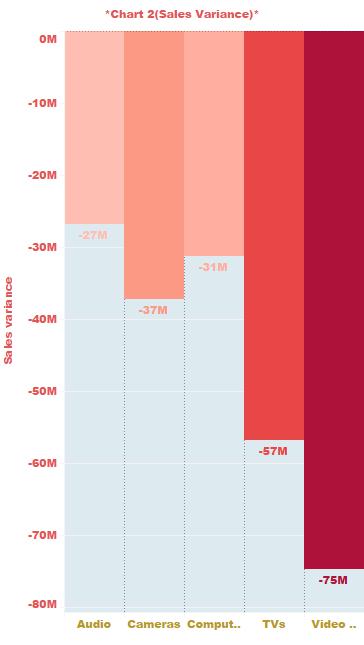
**Revenue Comparison for each product categories:**

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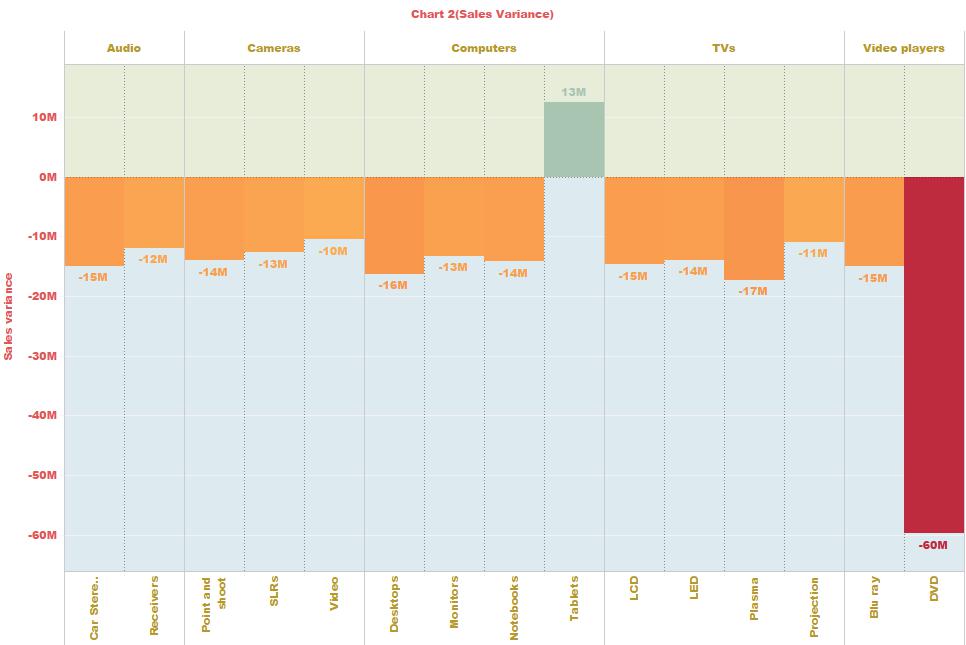
**Revenue Comparison for each products:**

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**Sales Variance for Each product categories:**

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**Sales Variance for Each products:**

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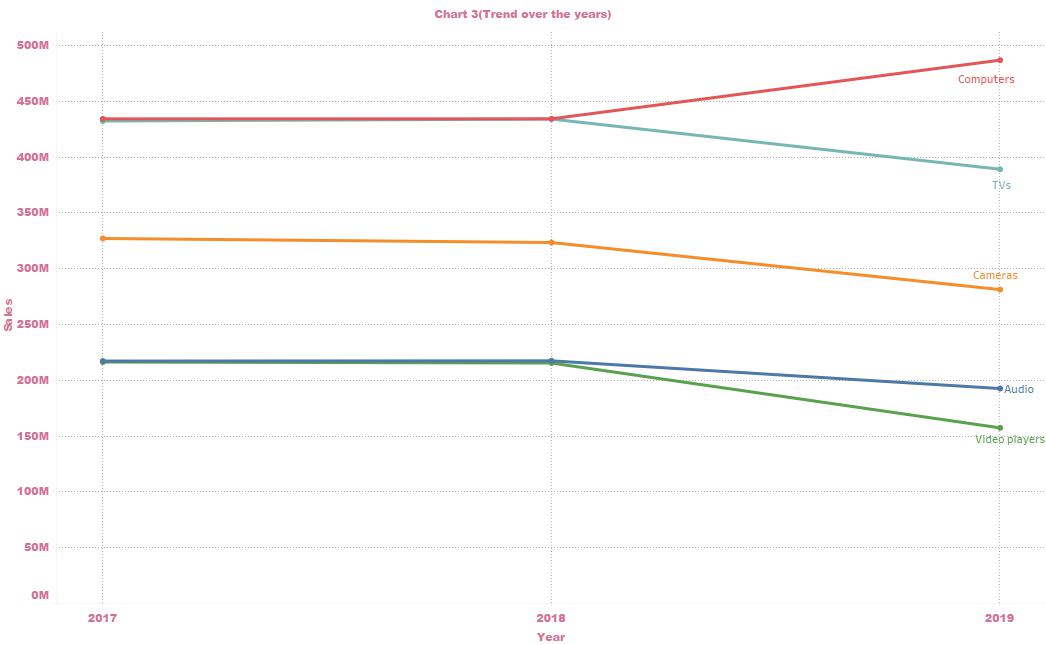
* When the charts 1 and 2 are deeply analyzed it clearly explains only the Tablet products which falls under the category Computers have performed well than expected. It is the only product among all to generate revenue greater than expected(Revenue of 13 Million greater than expected) . It has a positive Sales variance value and is best among all.
* While on the other hand the DVD products which falls under the category Video Players has performed very poor. Indeed it has very much less sales revenue than expected target(Revenue of 60 Million less than expected). The sales variance has a negative value and is worse among all.
* All the other products have also performed poor than expected. These products also have negative sales variance value which clearly states that all of these products have generated less sales revenue than the expected revenue.

|  |  |
| --- | --- |
| **Product Category** | **Sales Variance** |
| Audio | -27 Million |
| Cameras | -37 Million |
| Computers | -31 Million |
| Tv’s | -57 Million |
| Video Players | -75 Million |

**Outcome :** Audio, Cameras and Computer products have performed poor with negative sales variance value whereas Tv’s and Video Players have performed very poor with high negative sales variance value.

**Question 2:**

**Revenue for each product categories over the years**

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* When chart 3 is visualized it clearly explains the trend for various product categories over the years(whether the revenue is increased or decreased).
* Throughout the graph only the Sales revenue of Computer products have increased over the years. While all the four other categories have met with fall in sales revenue as year progresses.
* The sales revenue of every product categories have remained constant from year 2017 to 2018. Whereas it started to decrease for all product categories(except Computers) from year 2018 to 2019.
* The fall in sales revenue of Tv’s have been the worst among all categories. While the decrease in revenue for Audio products have not been that worse. Even for Cameras and Video players the decrease in sales revenue is worse.

**Outcome :** Except Computer products all the other products have only less Sales revenue generated in 2019 compared to previous years.